

[View this email in your browser](#)



## Newsletter

January 2016

---

### Tyra Hilliard: Mentor, Hero and Educator



#### How to Get Your Event on the Green Energy Grid

Don't forget about power when planning your sustainable event. But what is green energy and how can you best utilize it? The mysteries of the green energy grid are explained in



*Tyra Hilliard is an expert in reinvention—professionally and personally. Her passion for change is reflected in her career which has included management roles in hotels, travel, meetings and events, law, catering, and academia.*

*Whether acting in her capacity as a speaker, an educator, or a writer, Tyra is driven by a mission to bridge the gap between knowledge and action, theory and practice, goals and achievements.*

*She is the co-author of a book on Event Project Management as well as a blog, **The Irreverent Professor**, where she writes about life, learning, and change in a uniquely blunt and sometimes comical way. She is also published and widely quoted on legal and crisis management issues in academic and industry publications.*

*She has been invited to share her irreverent approach to life, business, and hospitality with groups worldwide. She also teaches college courses in business, hospitality, and event management.*

*Tyra has been honored for professional achievement as an Educator by the Professional Convention Management Association and received national recognition for her contributions to best practices*

this article.

[READ MORE](#)



### Submissions Now Open for IMEX-GMIC Green Awards 2016

Organizations can celebrate their green activities with the IMEX-GMIC Green Awards. Applications are now open for the prestigious awards which recognize outstanding achievement in green meeting planning, sustainability and corporate social responsibility.

The deadline for applications is February 1, 2016. Visit the IMEX website for further details.

[READ MORE](#)



*initiatives with the Convention Industry Council and Meeting Professionals International.*

*She is one of only two people in the world to have a law degree, a PhD in Hospitality, and a CMP.*

**Our hero, Tyra Hilliard’s bio speaks well of her and as a friend, I would like to add that she is wickedly smart and has an enormous heart. She is passionate in her belief that we can make this world a better place and encourages all her students to be a part of a bright future. Tyra is an inspiration to so many of us in this industry as well as a trusted colleague when thoughtful guidance is required.**

**During this interview, at a time of heightened tension around the world, she offers sage counsel to professionals in the meeting and event industry. We share her wisdom with you...**

**What changes do you anticipate in the meeting and event industry in the next five years? Are there any trends that concern you?**

One change I hope to see is more variety within meetings and events. Most conferences I attend are mirror images of each other. No matter how much the word “innovation” is thrown around, I see very little of it in our industry. I see different room sets, calls for more “interaction,” and uses of technology, but too many of these things end up just being gimmicky rather than meaningful differences. Until meeting and event professionals start focusing on people first and then building meetings and events around their differences and preferences, there will be no true innovation.

**How do you see external threats such as terrorism or extreme weather impacting the industry?**

I was recently reading that one of the trends for 2016 is



### **UUA Case Study Now Available**

How do they do it? The UUA General Assembly reduced waste per participant per day to .26 kg. Only 0.10 kg to landfill per participant per day. Read how in the 2015 Unitarian Universalist Association Convention case study.



increased concerns about safety and security. This of course concerns me, not so much because I think there are greatly increased threats. I find that people are more influenced by popular press than the realities of risk. Rather, it concerns me because fear affects our industry much more than any actualized threat ever will. When something bad happens anywhere in the world, travel is one of the first things affected. And it is affected not just in the locale where the adverse event occurred, but in nearby and remote areas. So with a heightened concern for safety and security, there is a big concern that we will see overreactions that will adversely affect our meetings and events in the near future.

[READ MORE](#) 



[Twitter](#)



[LinkedIn](#)



[Facebook](#)



[Google Plus](#)



[Website](#)

*Copyright © 2016 MeetGreen®, All rights reserved.*

[unsubscribe from this list](#) [update subscription preferences](#)